

In a time where indecent television programming is buying its way into our homes, it is only through the efforts of institutions like the FCC that the public can hope to prevail. The importance of network regulation is more apparent than ever, especially in such a politically divided nation. While it is difficult to prevent the insidious trends of current liberal and conservative political ads, it is still within the power of the FCC to prevent obvious violations of ethical media practice. One such violation is the decision of Sinclair Broadcasting to force their stations to air an anti-Kerry documentary days before the election. This is a clear example of the dangers of media consolidation and thus requires the immediate attention and resolution by the FCC.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.